

Business in the Knowledge Era

Positioning Business to Leverage Trends in Information Communication Technology(ICT)

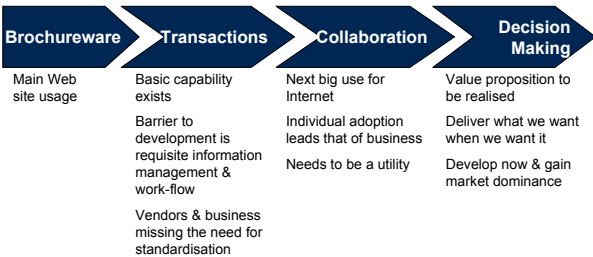


Transitioning Through Transforming Trends

What is Happening & What's Making it Happen



The Evolving Internet



Command & Control

- Centralised structures becoming redundant
- Emergence of empowered collaboration
- Importance of strategy & planning
- Frameworks for delivery
- Business driven up from “coal face”
- Problem solving at source
- Managing behaviours & outcomes



Emergent Behaviour

- Scale of economy through large is being lost
- Ability to adapt and change
- Distributed operations
- Lots of small standardised things working together
- Power from miniaturisation
- Self-healing actions
- Emergent behaviour



Knowledge Utility

- ICT tasked with managing the knowledge utility that will underpin society
- Knowledge is the currency
- Most profitable of all utilities
- Utility infrastructure
 - Operating system layered on telco network
 - Consolidated data storage
 - Contextual based searching



Trends - Business Implications

- People
 - Leaders with vision & strategy
 - Not command & control but strategy & support
 - Assuring skills and capabilities
- Process
 - Distributed operations
 - Frameworks for empowered delivery
- Information
 - Real time decision making
 - Knowledge utility



Business Transaction Transformation

Defining and Defending the Core Business

Transaction Processing Performance

As routine transactions processed by ICT the skill set change:

- Pro-active problem solvers when things go wrong
- Customer facing value-adding
- Skill up & pro-active approach
- Decline in unskilled but increase number of skilled employees



High Worth Transactions

People needed for complicated and high value transactions:

- Skilled people to manage expectation
- Increasing specialisation
- Address quality of hand-off
- Bring silos together



Transactions - Business Implications

- People
 - Skill up resources
 - Soft skills of greater importance
 - Pro-active problem solvers
- Process
 - Clearly defined as the customer interacts
 - Business logic in ICT systems
 - Systems get too smart
- Information
 - Access to right information
 - Quality assurance
 - Relationships between information



Aligning Value Adding Teams

Collaboration to Deliver Business

Global Virtual Teams

From transactions to working in value-adding teams

- Flexibility on working methods
- Rapid response and support
- Clear strategy and outcomes
- Greater strategic planning



Empowering Business for Today and Tomorrow

Hollywood Film Model

Moving to Hollywood film model to align off-shores & out-sourcers

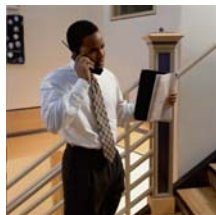
- Ownership, strategy & problem resolution in-house
- Pull together best of breed
- Preserving intellectual property



Empowering Business for Today and Tomorrow

Virtual Teams - Business Implications

- People
 - Premium on communication skills
 - Coordination & organisation skills
 - Able to rapidly apply knowledge
- Process
 - Goal orientated management
 - Innovative management methods
 - Redefine KPIs to mission outcomes
- Information
 - Integrated communications
 - Rapid knowledge access 24*7



Empowering Business for Today and Tomorrow

Changing Market Challenges

Protection Through Innovation



Creation Innovation & Cannibalism

Come to market faster, shorter time in market & easily copied

- Manage innovation
- Reward risk taking, manage failure & learn lessons
- Pipeline of innovation to maintain advantage
- Cannibalise NOT gouge



Profiting From Free

What every 16 year old lives!

- You provide, someone else pays
- Take the free but pay for value
- Compelling Content
- Differentiate the value-add
- Cost of Internet delivery free (cheaper every year)



The Value of How To

What 16 years expect now

- Webcasts, Webinars, Podcasts to entice the audience at their pace
- Give away the How To
- Charge for the details
- Sell the services
- Profit from the support



Empowering Business for Today and Tomorrow

Qualified Sales Process

How sales teams will need to respond

- Webcasts, Webinars, Podcasts to change the sales process
- Flood consumer with focused teasers in a sticky message
- Sales presentations
- FAQs and objections
- Qualified leads for follow up



Empowering Business for Today and Tomorrow

Market Change - Business Implications

- People
 - Thrive on change & challenge
 - Pro-active & listening management
 - Empowered & trusted
- Process
 - About delivery & NOT an end
 - Adoption of innovation
 - Security conscious
- Information
 - Manage mobility of knowledge
 - Cross silo management of knowledge



Empowering Business for Today and Tomorrow

Market Maturity Leading to Specialisation & Diversification

Getting the Message Across



Diversification & Simplification

Competition drives diversification which consumers struggle with

- Trusted adviser to realise wise outcomes
- Sales process more complex with more stakeholders
- Ever increasing customer expectation



Message Distribution & Understanding

Communicating in an environment of information overload

- Sticky message
- Focused message for different audiences and channels
- Clarification NOT dumbness
- Not an instant response but a prompt valued response



Market Maturity - Business Implications

- People
 - Ability to engage & reassure
 - Assess options & value-add
 - New opportunities & changing to meet customer need is the norm
- Process
 - Ongoing engagement
 - Guaranteed service delivery
 - Exception & Anomaly processing
- Information
 - Information access: a defacto consumer right
 - Sticky message across channels
 - Avoid information overload



Empowering Business for Today and Tomorrow

Conversing Around the World

Creativeness, Conversations & Confidence

Empowering Business for Today and Tomorrow

From Desktop to the World

"My Desktop" Where & When I Want IT

- Wandering workers
- Desktop PC & mobile devices working in unison
- Desk is a base to return to



Empowering Business for Today and Tomorrow

Call Centre Creativeness

“Creative conversations” is the cry of the call centre

- Conversations to meet needs & solve problems
- Case management approach to make customer feel valued
- Global reach local service



Conversing - Business Implications

- People
 - Work when & where opportunity presents
 - Communication across channels
 - Cherish flexibility & professionalism
- Process
 - Access “my desktop” anywhere
 - Tailored to any device
 - Support adverse environments
- Information
 - Cross cultures & language
 - Accessed through common interface
 - Free people up to converse



Business Application of ICT

**ICT is not an adjunct to business
ICT is business**

Business Embedded ICT

ICT embedded in the business changing role of central ICT

- ICT is business
- ICT at the business table
- ICT as an utility infrastructure
- ICT the assembly line



From Remember to Search to Decision

ICT to make real time decision making as easy as ABC

- Make decisions instead of searching for information required to make decisions
- Eliminate information management Ph.D.
- Wisdom to and from any device anywhere anytime



Business Protection

Trends manifested through our ability to persecute violence

- Preservation of intellectual property
- Protection of infrastructure
- Safeguard flow of knowledge
- Managing mobility



Business ICT - Business Implications

- People
 - Seamless continuum of skills from business to ICT
 - Masters of the knowledge utility
- Process
 - Seamless application of information, work-flow & delivery
 - Liberation from information management Ph.D.
- Information
 - Level playing field & leverage to advantage



Consumer ICT

A Life Style Choice

The Technology Life Style

Consumers chose technology life style & now ICT sells a dream

- Consumer ICT is cool & hip but business ICT is endured
- Rapidly changing way we communicate
- Redefining markets & channels
- Apply ICT, NOT design ICT



Communication with the ICT Life Style

Audience more educated, empowered & knowing with high expectation

- Tuning out
- Finding the nugget
- Spheres of influence
- Greater fragmentation
- Consume brands but individualistic in view



Empowering Business for Today and Tomorrow

Games Growth & Gains

Mass consumption of games leading to new business approaches

- Skills & professional development
- What-if & scenario simulation
- Imaging & conceptualising



Empowering Business for Today and Tomorrow

Consumer ICT - Business Implications

- People
 - Manage multi-tasking with evolutionary approach & short focus period
 - Work with diverse operating styles
 - Plan for change
- Process
 - Needs to be intuitive
 - Provide tangible outcomes
 - Explain the why & not just how
- Information
 - Ubiquity
 - Focus message across channels



Empowering Business for Today and Tomorrow

Implications Summary

Painting a Picture



Business Summary

- Decentralised operations with empowered delivery
- Ever increasing customer expectation with intensification of the customer gratification cycle
- Manage expectation - greater personalised experience
- Products to market quicker with shorter time in market - innovation pipeline
- Support new channels and new opportunities that come from it - Internet business & consumer services
- Realise the value of the knowledge utility



People Process Information Summary

- Skill up & pro-active problem solving culture
- Change skill set from transaction processing to value-adding, working in virtual teams
- Premium placed on soft skills
- Organisational & cultural change ongoing
- Knowledge management for real time decision making to and from any device anywhere anytime
- Unified communication (Business & ICT)
- Greater need for planning to quickly respond
- ICT embedded in the business - ICT is business



Questions

Outsourcing? Hollywood knows how

<http://www.infoage.idg.com.au/index.php/id;3127.58104;fp;4;fpid;1804200527>

Catching the mobility wave

<http://www.infoage.idg.com.au/index.php?id=1027603942>

Business in the knowledge era

<http://www.infoage.idg.com.au/index.php/id;317448590;fp;16;fpid;0>
